



ANOTHER AUCTION DONE RIGHT

ORLANDO, FL—February 17-22, 2014

COMPETITIVE BIDDING

Every Ritchie Bros. auction attracts a large, diverse audience of bidders who compete for your equipment, in person and online at rbauction.com. Competition between end users and dealers, individuals and companies, locals and internationals results in global market pricing on auction day.

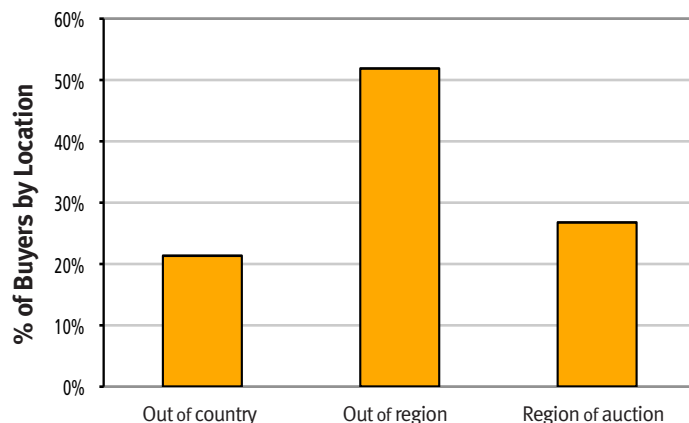
8,647 ON-SITE & ONLINE BIDDERS

52 local regions **86** other countries

48% bid in person **52%** bid online

166,342,110 OF EQUIPMENT SOLD

Online bidders were winner or runner up on 56% of the equipment



TOP LOCAL BUYING REGIONS

1	Florida	29,703,170
2	Texas	8,544,195
3	Pennsylvania	6,133,245
4	Ohio	5,923,565
5	Illinois	5,574,520
6	California	4,817,830
7	Georgia	4,792,680
8	Kentucky	3,566,240
9	Michigan	3,403,375
10	Wisconsin	3,241,645

TOP INTERNATIONAL BUYING REGIONS

1	Canada	10,510,655
2	Mexico	6,611,405
3	Dominican Republic	3,513,380
4	Ecuador	3,134,105
5	Panama	2,546,820
6	United Arab Emirates	2,455,265
7	Trinidad and Tobago	2,049,100
8	Colombia	1,934,900
9	Venezuela	1,898,795
10	Guyana	1,022,055

EFFECTIVE MARKETING

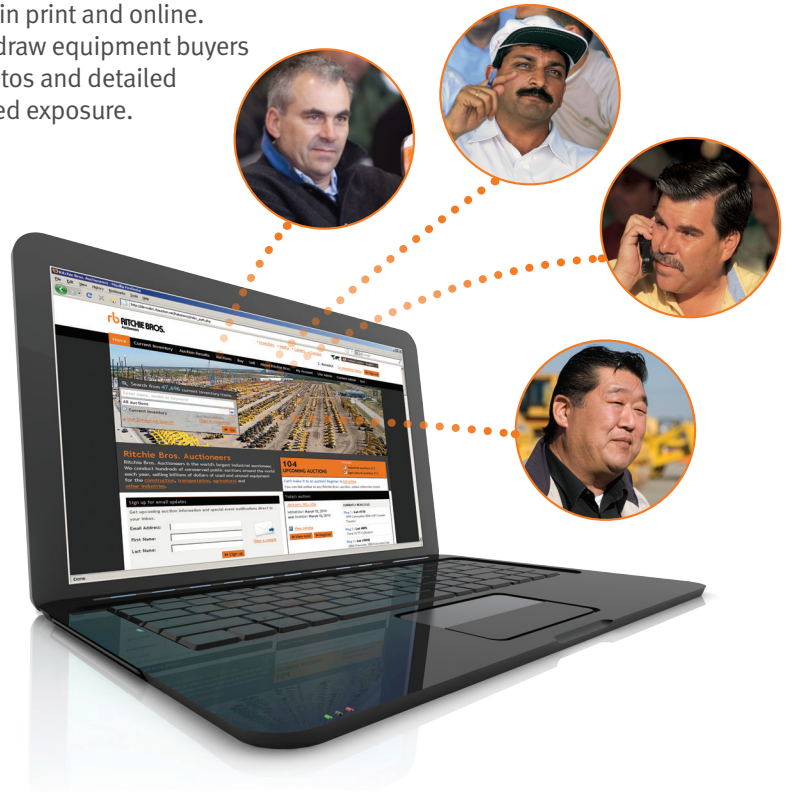
We make sure every potential buyer knows about your equipment through an effective combination of local and international marketing, in print and online. Targeted mailings and advertising in industry publications draw equipment buyers to our web site – and our auction sites. High resolution photos and detailed equipment information on our web site give each item added exposure.

MARKETING FOR THIS AUCTION REACHED POTENTIAL BUYERS IN

106 countries

87,210 brochures mailed

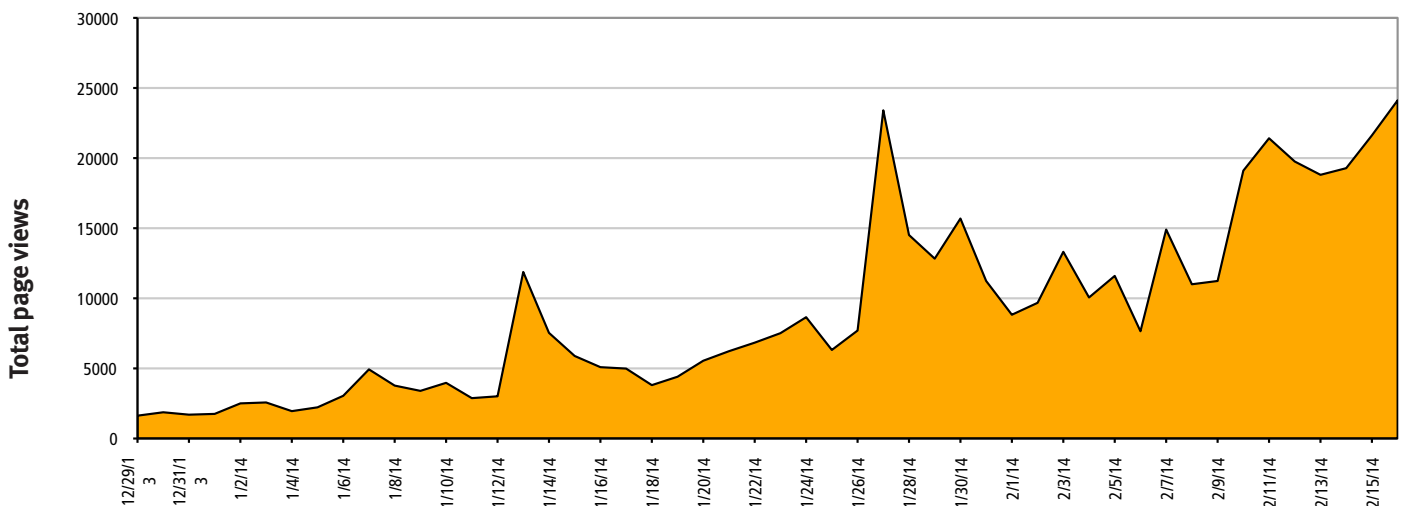
193,912 email brochures mailed

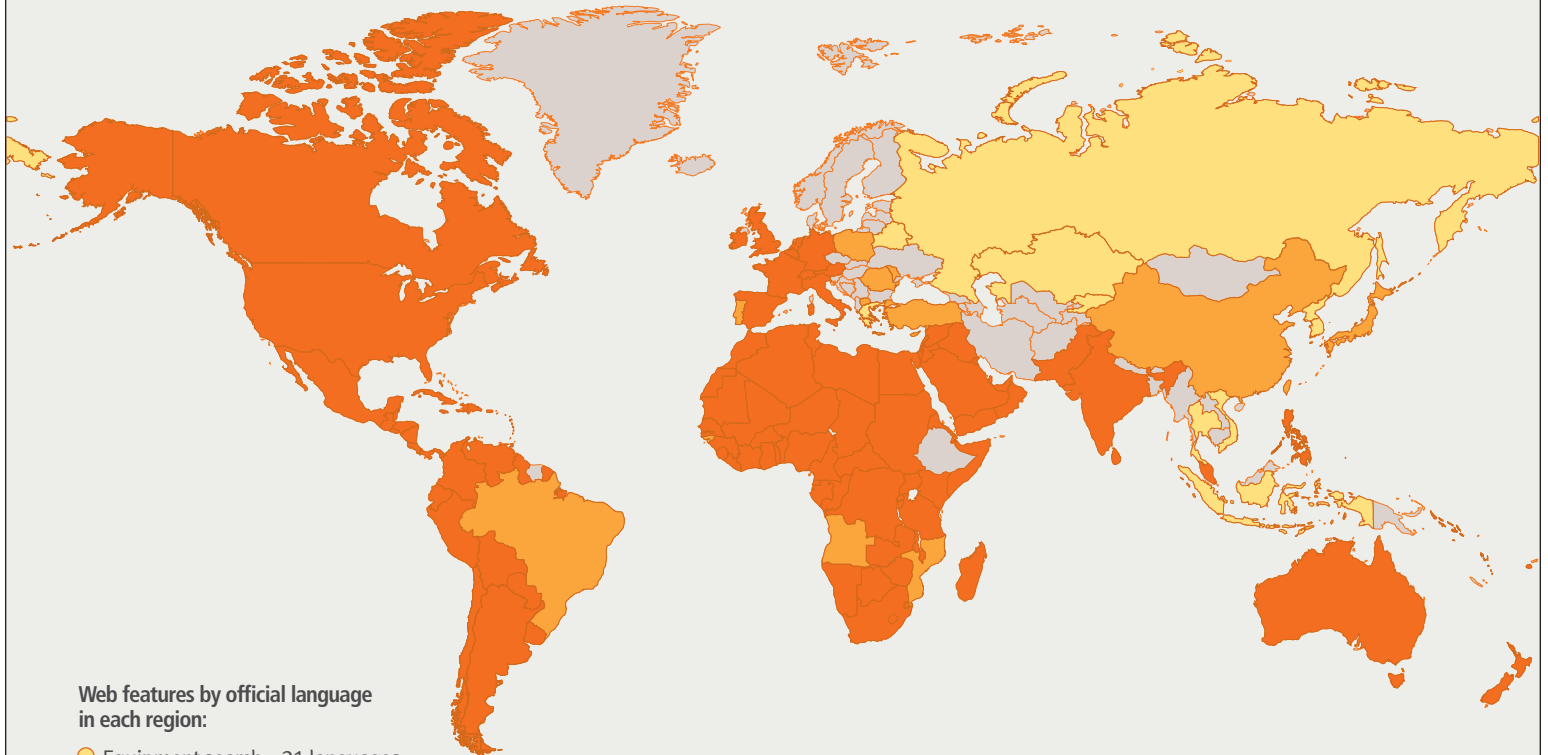


CONSIGN EARLY FOR MAXIMUM GLOBAL EXPOSURE

rbauction.com received **758,562** unique visitors in the 8 weeks prior to this auction.

Visits to the auction information page for this auction: **69,451** visits | **865,892** page views





Web features by official language
in each region:

- Equipment search – 21 languages
- Search & account features – 15 languages
- Search, accounts & online bidding – 7 languages

rbauktion.com REACHES PEOPLE ALL OVER THE WORLD

AUCTION PAGE VIEWS

TOP LOCAL REGIONS BY VISITS

- 1 Florida
- 2 Texas
- 3 Illinois
- 4 Ohio
- 5 Georgia
- 6 Pennsylvania
- 7 New York
- 8 North Carolina
- 9 California
- 10 Minnesota

TOP OTHER COUNTRIES BY VISITS

- 1 Canada
- 2 Mexico
- 3 United Kingdom
- 4 Panama
- 5 Australia
- 6 Nigeria
- 7 Ecuador
- 8 Trinidad and Tobago
- 9 Puerto Rico
- 10 Colombia

UNLIMITED REACH

Our high-traffic, 21-language web site attracts between 30,000 and 50,000 unique visitors each day. These people are buyers, not browsers – and they come from all over the world looking for specific pieces of equipment.

The result: every item listed on rbauktion.com is exposed to local, national and international buyers, which means you get the best results on auction day.

A few types of equipment people searched for in this auction included:

EQUIPMENT CATEGORY	# OF UNIQUE SEARCHES
TRUCK TRACTORS - T/A	21,070
WHEEL LOADERS	20,095
HYD EXCAVATORS - CRAWLER	17,699
CRAWLER TRACTORS	15,894
LOWBOYS	10,114
CRANES - HYDRAULIC ROUGH TERRAIN	6,107
ROCK TRUCKS - ART DUMP TRUCKS	5,281
MOTOR GRADERS	4,017
LIFTS - BOOM LIFTS	3,960
PICKUP TRUCKS	3,678

BETTER RESULTS THAN SELLING ANY OTHER WAY



2010 CATERPILLAR 420EIT 4x4
Sold for \$69,000
to a buyer from Ohio



2011 CATERPILLAR 725 6x6
Sold for \$227,500
to a buyer from Michigan



2008 CATERPILLAR 14M VHP
Sold for \$245,000
to a buyer from Kentucky



2009 CATERPILLAR D8T
Sold for \$342,500
to a buyer from California



2007 GROVE RT530E-2 30 Ton 4x4x4
Sold for \$220,000
to a buyer from California



2008 TEREX HC110 100 Ton 4x4x4
Sold for \$510,000
to a buyer from Louisiana



2011 CATERPILLAR CS56
Sold for \$110,000
to a buyer from Manitoba, Canada



2006 MACK CV713 GRANITE
Sold for \$90,000
to a buyer from Texas



2012 CATERPILLAR CT660L
Sold for \$115,000
to a buyer from Kansas